RJ Reynolds
Tobacco Company

Mark Young
New York Metro

June 10, 1997

To: George Moulton
Nick Kuruc

Subject: Food Industry Alliance of New York State, Inc.

Dear Nick and George,

As information, we have changed our corporate sponsorship level with the above association from the "*Totally Involved TI*" level of $8,900 yearly to the "*VIP*" level at a $5,900 membership fee level yearly. This is the minimum level available for corporate membership.

There's probably no doubt in your mind why we made this change. When you look at the complete list of Retail / Chain members, the largest majority is made up of PM exclusive Supermarket chains. The yearly conventions held in NJ or the Concord, cost us a large amount of money to attend and quite honestly, has very little benefit. Their program this year eliminated the convention, and replaced it with an annual Trade Summit. The trade summit agenda consists of no convention show .... but a list of Chain Executives that you can schedule an appointment with (12 individual 45 minute meetings) to discuss business over a two day period. This Summit will be held at the Palisades IBM Conference Center. With a cost of $500 per person attending, we will not participate this year.

If you have any questions, please give me a call. I felt this should be shared with both of you in case a chain asks if we would be attending.

Sincerely,
Mark Young

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Source: https://www.industrydocuments.ucsf.edu/docs/rgdp0000